

SAN FRANCISCO

1915

PANAMA - PACIFIC
INTERNATIONAL EXPOSITION



ARTS AND CRAFTS BUILDING - SAN DIEGO EXPOSITION

1915
SAN DIEGO

PANAMA-CALIFORNIA EXPOSITION

DENVER & RIO GRANDE
WESTERN PACIFIC

THE SCENIC LINE OF THE WORLD

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COURT OF PALMS - SAN FRANCISCO EXPOSITION

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SAN DIEGO

PANAMA-CALIFORNIA EXPOSITION

DENVER & RIO GRANDE
WESTERN PACIFIC

THE SCENIC LINE OF THE WORLD

TO CALIFORNIA BY WAY OF DENVER & RIO GRANDE-WESTERN PACIFIC



On Main Line Western Pacific Railway
Panning Gold in California, as Seen from the Car Windows

low elevations, felicitous for comfort and quick time. From Portola, a winsome town, along Feather River for forty miles are appealing resorts and camping grounds, with fine fishing and hunting. The new Feather River Inn, at Blairsden, near the head of Feather River Cañon—modern, with every desire provided for—complete for 1915 travel by June 1st, fills a want sojourners will appreciate.

Any point on Feather River is a night's ride from San Francisco. Here are good stopping places under roof, and those who delight to get close to Nature and live in a tent will find the wished-for haven. Glorious sunny days; restful, cool nights; no dampness, an atmosphere joyously crisp and so transparent as to be a treat to the eyes—all form a happy summer combination to be depended upon. Many take wife and chicks and go for a fortnight, a month or longer. There is always something for every member of the family to do, berrying, gathering flowers, taking pictures, picnicking, rides, walks and climbs, all amid a thousand wonders which otherwise never would happen, and always the fishing and hunting. As a health place of attractive minimum living costs it is superb.

Midst Orange and Olive Orchards

At Oroville, surrounded by olive and orange orchards, where gold-dredge mining is prominent, Feather River debouches on to Sacramento Valley, which, with San Joaquin Valley on the south, extends over 400 miles midway the wonder state. From here to Oakland the train traverses a continuous panorama of valley culture, by Marysville, Sacramento, the capital, to Stockton, where it winds among orchards and vineyards through the low hills by Lathrop, Altamont, Livermore, Pleasanton, Niles, across the wide sweep of garden-level lands bordering San Francisco Bay to the Western Pacific mole. Oakland, favored by its magnificent waterfront, is a rival of the older city across the harbor. The ferry ride of three and one-half miles is a glorious joy end of the delectable journey.



On Main Line Western Pacific Railway
Looking Down into Niles Cañon, California

REDUCED FARES ON ALL RAILROADS TO CALIFORNIA EXPOSITIONS

Specially Reduced Round Trip Rates to San Francisco, Oakland, Los Angeles and San Diego, have been made by all railroads, and this is your opportunity to visit California. We show below the Round Trip Fares from a few central points. Your local railroad agent will give you the fare from your home, but insist that your ticket reads by way of Denver & Rio Grande-Western Pacific, if you want to see the rugged Rockies and the delightful Sierra Nevadas.

Baltimore	\$ 92.95	Denver	\$ 45.00	Omaha	\$ 50.00
Boston—Differential Routes	\$98.20 & 101.20	Detroit	73.50	Philadelphia	95.20
Boston—Standard Routes	104.20	Port Worth	52.50	Pittsburgh—Differential Routes	79.30
Buffalo—Differential Routes	81.10	Kansas City	50.00	Pittsburgh—Standard Routes	81.25
Buffalo—Standard Routes	83.50	Memphis	57.50	Pueblo	45.00
Chicago	62.50	Milwaukee	65.90	St. Louis	57.50
Cleveland—Differential Routes	74.50	Minneapolis	63.85	St. Paul	63.85
Cleveland—Standard Routes	76.20	New Orleans	57.50	Washington	92.95
Colorado Springs	45.00	New York	98.80		

Tickets at above fares will be on sale daily from March 1 to November 30, 1915, carrying a return limit of three months from date of sale, but in no case later than December 31, 1915. Stopover privileges will be granted at Denver, Colorado Springs, Pueblo, and all points west within final return limit.

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San Francisco, California

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FRANK A. WADLEIGH
Passenger Traffic Manager
Denver, Colorado

TO CALIFORNIA BY WAY OF DENVER & RIO GRANDE-WESTERN PACIFIC



“THE GLOBE”

In the Palace of Transportation San Francisco Exposition

An Exhibit Building of the Western Pacific-Denver & Rio Grande—Missouri Pacific—St. Louis, Iron Mountain and Southern System Lines

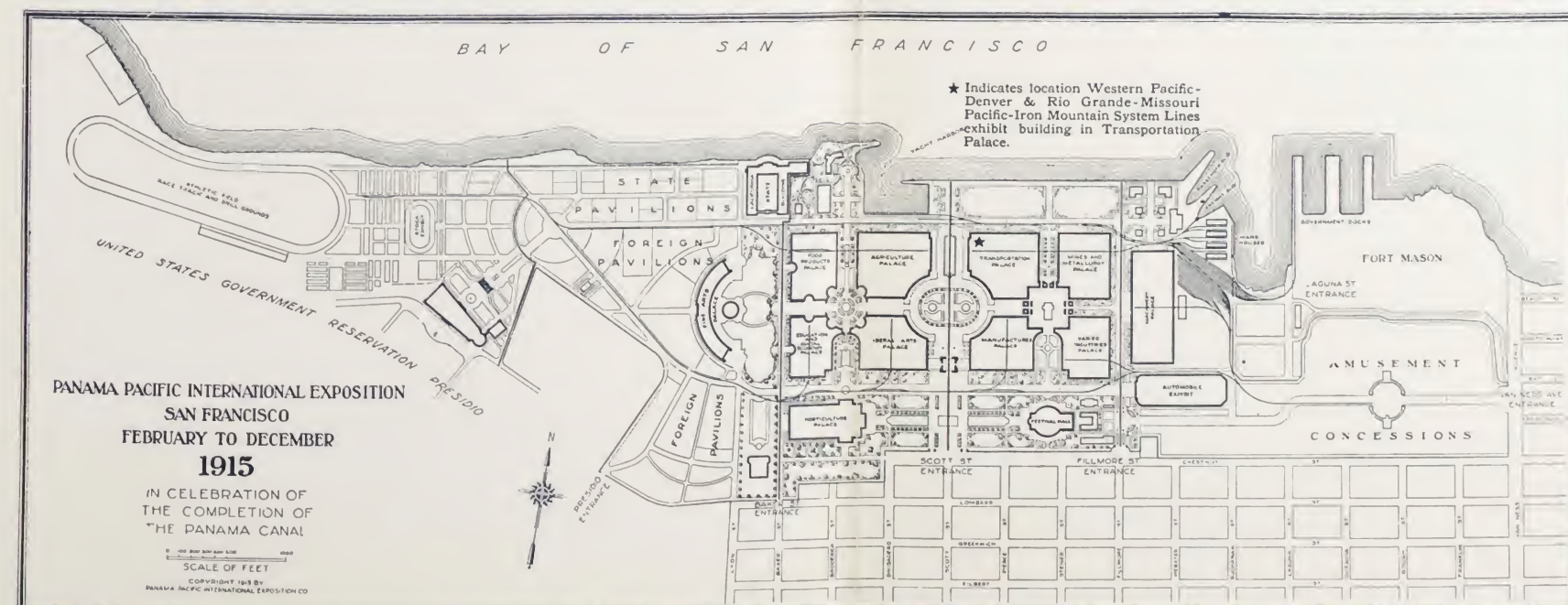
A MATCHLESS portrayal of notable features of the “Scenic Line of the World,” forms the unique exhibit in the north-west corner of the Palace of Transportation, at San Francisco. It is a novel replica of the Missouri Pacific-Denver & Rio Grande-Western Pacific route across the continent from St. Louis to San Francisco. Here the world in miniature centers attention; the United States in prominent position, showing this favorite line connecting these termini. Grouped around and inside the Globe a score of models—cities, cultural and river vistas, snow-capped



Denver & Rio Grande-Western Pacific Dining Car Service will add greatly to the pleasure of your Exposition Trip.



Relief Map of San Francisco and Vicinity



To California

BY THE "SCENIC LINE OF THE WORLD"

DURING 1915, from Sierra crests to Pacific shores, from Oregon to Mexico, California keeps open house in celebrating the completion of the Panama Canal. This honor is in conformity to a special Congressional enactment. The two primary events are the Panama-Pacific International Exposition at San Francisco, from February 20th to December 4th, and the Panama-California Exposition at San Diego, for 365 days, from midnight of December 31st. And all the resort places among the woods, in the mountains, valleys, along the ocean; also the cities, towns, ranches, vineyards and orchards have the latchstring out with a special 1915 welcome. The spontaneous open-handed California hospitality is a memory never to be forgotten.

As never before the question is being asked: "Which is the best route to California?"

Of the numerous transcontinental railroads, none offer greater attractions than the "Scenic Line of the World" out of Denver—the portal of the Rocky Mountains—across Colorado, Utah, Nevada and California to San Francisco. You make no mistake in having your ticket read Denver & Rio Grande-Western Pacific. Back in the 80's, when the impressive marvels of the Crests of the Continent were first made accessible by the Denver & Rio Grande, it was christened the "Scenic Line of the World" by wide acclaim—a distinction it later admirably maintained when it penetrated the grandeurs of the San Juan and Utah, the delight of travelers. Today its affiliation with the remarkable Feather River Cañon Route of the Western Pacific, connecting Salt Lake City and San Francisco, thus completing the circuit of the Mountain Empire, lends renewed approval to this merited pet name. It is the cool, comfortable summer route, and the scenic changes from the car window are incomparable.

The Beautiful City of Denver

Denver, a mile high, perched on the rim of the plains at the foot of the mountains which form the continental water parting, is a city of individual charm. It is headquarters for glorious outings of hours, days or weeks, as you will. In Colorado the Rocky Mountains attain their highest altitudes, forming the

grandest cañons, torrents, lakes and valleys. Palmer Lake, Colorado Springs, Manitou, Pikes Peak, Cripple Creek, Pueblo and Cañon City are well known.

The Wonderful Royal Gorge

Primarily the Royal Gorge—the Grand Cañon of the Arkansas—the world's most remarkable chasm through which a railroad winds, gave the name of "Scenic Line of the World" to the pioneer steel highway of the Rocky Mountains when it conquered this stupendous fastness to reach the mines of Leadville



On Main Line Denver & Rio Grande Railroad
First Tunnel, Cañon of the Grand River, Colorado

and the camps west of the Continental Divide. Few in those days believed Colorado of much industrial worth outside of the mines and the scenery. Today the value of the crop outpourings from the farms and orchards, which annually pass through the Royal Gorge, far exceeds the output of the mines in the halcyon days of their bonanza prosperity. Verily, the Mountain Empire is not dependent upon mines and scenery, rich though it is in these.

Viewing the Scenery from Observation Cars

Out from Cañon City in observation cars, the train in a few minutes passes between the lofty portals, whose walls seemingly close in, irresistibly barring the onward way, only to open anew

TO CALIFORNIA BY WAY OF DENVER & RIO GRANDE-WESTERN PACIFIC

surprisingly, until at the Hanging Bridge they are but thirty feet apart, and rise almost vertically quite half a mile above the track. Words can hardly indicate the marvels of this eight-mile panorama. When the engineers first essayed their task, to build a railroad through this winding rock chasm, it appeared insurmountable. With one accord they named it "The Royal Gorge," and none more appropriate can be fashioned. Now the Sky Line Drive skirts the edge of the overhanging crests, at one point 2,627 feet above the river bed, a favorite auto or pedestrian outing from Cañon City. How comfortable and delightful sightseeing in Nature's Wonderland has been made!

Two Routes Crossing the Rockies

Onward from Salida to Grand Junction a choice of two routes is offered. One, the main standard gauge line by Leadville, over Tennessee Pass, through Eagle River Cañon and Valley, Cañon of the Grand River to beautiful Glenwood Springs, and then through the famed fruit-yielding Grand River Valley. The second climbs the Continental Divide at Marshall Pass, whence it follows down the Gunnison, through the Black Cañon by Curecanti Needle, over Cerro Summit to Uncompahgre Valley, where irrigation has transformed sagebrush wastes to happy homes. Between them it is not easy to decide, and many go one way and return the other. A most delightful week is assured by the "Around the Circle" trip—all about it is learned by a postal card to any Denver & Rio Grande-Western Pacific agent.

West from Grand Junction are views of wonderful kaleidoscopic changes. Presently the Colorado-Utah boundary is crossed, then Green River, Price, Helper, Castle Gate, Soldier Summit, Thistle—an important junction for central Utah—are alluring places before Utah Valley bursts into view. In the distance is Utah Lake, an expanse of fresh water from which Jordan River flows into Great Salt Lake.

Delightful Salt Lake City

Salt Lake City irresistibly attracts travelers. Not to float on Great Salt Lake is missing a prime feature in any trip across the Continent, while the sunset from Saltair is a cherished memory. At the spacious union station of the Denver & Rio Grande-Western Pacific close connection is made for San Francisco. Los Angeles passengers are transferred to the San Pedro route, and Portland and the Northwest passengers continue to Ogden, thirty-seven miles north.

En Route on the Western Pacific

As the Western Pacific train pulls out, the hour changes to Pacific time, the first hint of California and the joy times ahead. Almost immediately the world's noted copper smelteries come



On Main Line Denver & Rio Grande Railroad
Castle Gate, Utah



On Main Line Denver & Rio Grande Railroad
Utah Lake, near Provo, Utah

into view, when the track suddenly crosses the southern end of Great Salt Lake. Beyond is a marvel of salt beds, resembling an icefield sixty miles long by eight miles wide, where 98 per cent pure every day salt is quarried. Off the route to the south toward Nevada is Deep Creek, where there are valuable copper-gold mines, and quite 200,000 acres of desirable farm lands, with irrigation water available, soon to have a railroad. Then comes Wendover, a division point, and a mile farther, as the train begins to climb, the Utah boundary is crossed.

Nevada is a Spanish word, meaning "heavy snowfall," which applies to only a fraction of the state. It is a remarkable Western Pacific physical fact that its greatest altitude is in eastern Nevada, under 6,000 feet—to be exact, 5,876—rather than in crossing the California Sierras. Chilcot, the highest point in the Sierras, is but 4,995 feet above mean sea level. As a consequence the grade between Salt Lake City and San Francisco at no point exceeds one per cent, and along the beautiful Feather River, for the 135 miles from Chilcot to Oroville, the grade is under one per cent, or less than 52.8 feet to the mile. This is phenomenal in mountain railroading, and more especially it is exceptional in that the scenic splendor is not marred by these comparatively



On Main Line Western Pacific Railway
Feather River Cañon, California

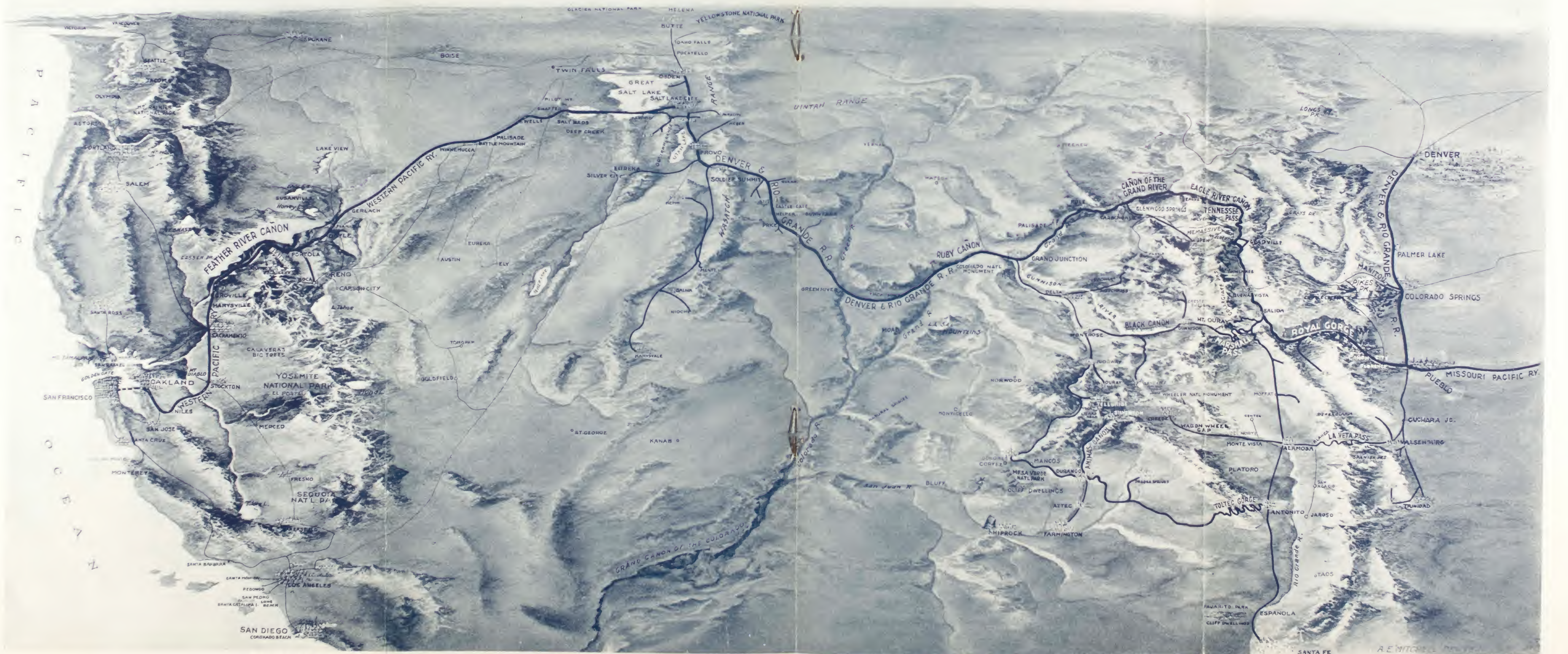


On Main Line Denver & Rio Grande Railroad
Eagle River Cañon, Colorado

TO CALIFORNIA BY WAY OF
THE "SCENIC LINE OF THE WORLD"



PANORAMIC VIEW OF THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION GROUNDS
SAN FRANCISCO



RELIEF MAP SHOWING ROUTE OF DENVER & RIO GRANDE-WESTERN PACIFIC, OVER THE ROCKIES BY THE GREAT SALT LAKE; THROUGH THE SIERRAS TO THE GOLDEN GATE



Along La Via de los Estados. California Tower in Distance—San Diego Exposition

1915 - The San Diego Exposition - 1915

Opened January 1st  Closes December 31st

LAND of Heart Desire, favorite name for the San Diego country, is not easily bettered. Toss your fancy to the zenith of desire for sunshine, temperature—never cold nor hot—climate, comfort, out-of-door life, joy opportunities; ocean, mountains and rolling land; and you find that all unite in the fitness of the name. Here is glad summer all winter, no fogs, the rains of the short wet season fall mostly at night; neither biting wind nor storm, or hardly ever, so seldom in fact that the average is not once in two years, which is why the Panama-California Exposition will receive visitors 365 days of 1915. Herewith a cordial invitation is extended to you to come and enjoy this life in the open. Should you arrive in winter, intending to stay a week, the desire will take root to remain through March, for such is the San Diego tang. If you come in midsummer, you will not find it uncomfortably warm during the day, and you will need covering at night. Whenever you come, the sunshine and welcome will be on hand to cheer. Here began the history of our Pacific Coast. In 1542 Cabrillo was the first white man to set



East Facade, Indian Arts Building

foot on soil north of Mexico, when he fell in love at first sight of the Harbor of the Sun. With him came the first California tourists—two shiploads—who remained six days and had a delightful time, as the chronicles tell, and undoubtedly were sorry they could not stay longer. What would they think to look upon San Diegoland in 1915! Sebastian Viscanio, in 1602, named Point Loma and San Diego Bay, the latter for the patron saint of Spain. Here Junipero Serra founded the first mission in 1769, the first Spanish settlement in Alta California. It is the first United States port of call north of Panama, and there is no harbor between to compare with it, additional reasons for a special Canal celebration to represent Southern California. But the Exposition is not confined to any limited area, for its scope is far reaching, the salient feature being ethnology, the story of the races of men, the progress of mankind and opportunity ahead, more particularly outdoor life on the farm, orchard and vineyard. The resources of the magnificent empire domain of North Mexico to British Columbia, from the Pacific Ocean to Kansas and



Home Economy and Foreign and Domestic Arts Buildings—San Diego Exposition

TO SAN DIEGO BY WAY OF DENVER & RIO GRANDE-WESTERN PACIFIC

Nebraska, which our grandfathers were taught was composed mostly of the barren wastes of the Great American Desert, are exemplified as never before. Among other features, the demonstration of the wonder achievements of irrigation is a special aim.

Balboa Park, the site of the Exposition, is a 1,400-acre tract of rolling hills, cañons and gently sloping mesas in the heart of the city, twelve minutes' easy walk from the business center. The grounds selected are ample, with plenty of elbow room, and possess the distinction of originality in all salient features. The architecture, for instance, is all of one type, the Spanish Colonial, and the grouping of the buildings is so arranged that the completed whole resembles an ancient medieval city amid tropical verdure. They overlook the harbor, Point Loma, the islands of Coronado and the ocean, comprising a magnificent view. The light on the great dome of the California State Building is visible to mariners 100 miles at sea. Most of the \$5,000,000 expended for the Canal celebration is a wise, permanent investment, in beautifying this glorious playground and contributing to its educational charm for all time, for the principal buildings are planned for auditoriums, art galleries, museums and instructive collections after 1915. The main entrance is approached by an imposing reinforced concrete bridge of seven arches spanning Cabrillo Cañon, 1,000 feet in length and 136 feet above an improvised sylvan lake, which ends at the West Portal, composing the chief architectural feature. The design of this viaduct, the West Portal and the facades of the unique buildings received marked commendation at the Architectural League Exhibition in New York, February, 1914, for a perfect adaptation of the California Mission style.

From the West Portal the Prado, or main acacia-lined avenue, extends east, the principal buildings being grouped on the heights near Cabrillo Cañon. The California State Building stands immediately within the grounds, and connected with it by an imposing arch spanning the Prado, forming the principal entrance, is the Fine Arts Building. The California State Building will continue in commission, to be used for the dissemination of information relating to the State and as a depository for historical material. For its construction the State contributed \$250,000.

Commerce and Industries, Indian Arts, Arts and Crafts and Botanical Building, with the spacious buildings of the different California counties, afford a comprehensive idea of the scope of the exhibits. Washington, Oregon, New Mexico, Utah, Nevada and Montana have separate buildings with splendid displays of the resources of each state. But foremost above all, the out-of-doors growths are the grand attraction. The Lipton Tea Plantation is

the first attempt to grow tea plants on this continent, which gives encouraging promise. The exhibit of farm and orchard machinery, operating in the open, is said to be the most extensive ever made.

With a reliable growing climate 365 days in the year, the purpose is to have Balboa Park the most beautiful fairyland of flowers ever known. The slopes of the cañons are filled with giant palms and ferns brought from far countries. Acacias in all varieties, tall eucalyptus, grevilleas, peppers, firs, cypress and other ornamental trees innumerable are assembled from all corners of the world. There is a five-acre growth of oranges so cultured that one portion is in bud, another in bloom, and others in every stage of growth, including the ripened fruit, at all times. Groves of lemons, pomegranates and all California fruit-bearing trees are to be admired. In one section are 700 of the finest citrus trees that could be found in all Southern California. Nearby are groves of deciduous trees and gardens and berry vines of endless variety, in all forming a complete exemplification of the economic trees and other growths, not only of the Pacific Coast, but from distant lands. In the Botanical Building, a huge steel-framed lath and glass structure, are the most valuable specimens. This structure is to be permanent and under these open arches will be marvels of floral gorgeousness at all times.

John D. Spreckels has supplied a fine organ, which, with the enclosing colonnade, cost \$100,000—one of the permanent adornments to Balboa Park. Organ recitals are largely enjoyed each afternoon and evening. Other concerts are given daily by the Exhibition Band, by the United States Marine Band, and by visiting bands. There are six companies of marines camped on the grounds, to remain throughout the year, and probably two cavalry troops. Several war vessels are in the Harbor of the Sun at all times, and the Government aviation camp at Coronado Point, the most noteworthy on the Pacific, figures prominently among the exhibition drawing cards.

"The Isthmus" is the taking name of the Midway, through the thirty acres of the Amusement Section. All should visit the Painted Desert, for no care or expense were spared to make it the greatest portrayal of Indian life ever undertaken. Here is the Pueblo of Taos as seen in New Mexico, and all reproductions are wonderfully true. Panama Canal, Chinatown and Hawaiian Village are others among the interesting list, while it is said the roller coaster is the biggest ever built, with thrills in keeping.

Beside the West Portal, the main entrance is at the east end of the Prado, served by electric cars from the center of the city, and there is a North Gate at the end of the Isthmus, leading to the residence section.



In the Botanical Gardens—San Diego Exposition

1915-The San Francisco Exposition-1915

Opened February 20th



Closes December 4th



HERE the Panama Canal is the topic, we think in superlatives willy-nilly, the most colossal engineering undertaking; the largest locks; biggest dam; unparalleled slides; never were such vast masses of earth and rock removed; most complete machine shop; and so on down the list to the end of recorded history. The grandest wonder of all is the eradicating of yellow fever and holding off malaria so that work continued uninterruptedly. This cutting a waterway across the American Continent is the realization of a dream of 400 years. All in all, it would be unthinkable not to have a 1915 world celebration to the glory of our Uncle Samuel's supreme maritime achievement, and San Francisco is the natural selection for the grand formal event. It is one of the cities best worth seeing in all the world, for there are few so nobly placed and so picturesque and full of strength, with its magnificent land-locked harbor midway along the California Coast.

The metropolitan hill-crowned peninsula, bordered north and east by a broad half circle of level ground, on the west the Pacific Ocean, on the north Golden Gate Channel, on the northeast and east San Francisco Bay, presents a matchless vista from the opposite shores and from the water approach. Stretching two and one-half miles along the northern limits, fronting Alcatraz Island and the Marin Hills, and enclosed on the west by the Presidio, of which is used a generous area, is the site of the Panama-Pacific International Exposition, indicated on the relief picture map by a star, which affords an excellent idea of the harbor environment. A more perfect location can hardly be imagined, easily accessible by water and within two miles of the business center and shopping district, reached by ferry or electric car.

On the opening day, the 20th of February, it totaled an expenditure of \$50,000,000. The influence of the Canal upon commerce and civilization is embodied in the plan, of which the physical equipment is adequate, the architecture imposing and beautiful, the classification of exhibits comprehensive, and its power for enlightenment should be greater than any previous

world fair. An important distinction is that the Exposition typifies the progress of the decade during which the Canal was built by the United States. In other words, no competitive exhibits for awards of medals or honorable mentions are entered which were made previous to 1905, and of those offered only the best are given space, so that visitors have before them the approved up-to-date world achievements. This accomplishes a wonderful saving of energy and mental tax for those investigating any special field, which cannot fail to be appreciated by those seeking general information or entertainment.

The grounds comprise 635 acres, in three sections. In the center are the eleven exhibit palaces and Festival Hall, to the west the pavilions of foreign nations, on the sloping hillsides, and those of the States along the shore, while farther to the west are the Livestock Buildings, Race Track, Aviation Field and Drill Grounds, where 10,000 troops may be seen on review; to the east of the exhibit palaces is the 65-acre tract of the Amusement Concessions.

The distinguishing feature wherein San Francisco differs from prior world fairs is in the compact arrangement of the buildings, without a hint of being crowded, contributing to the joy and comfort of sightseers. Picture eight spacious exhibit

palaces grouped in a rectangle, four fronting the harbor to the north and four to the south, separated by connecting avenues and courts; in the center the Court of the Universe, first named Court of Sun and Stars, and frequently now so designated, where are assembled notable sculptures and murals; to the east at the crossing of the avenues the Court of Abundance, illustrative of the Orient; to the west the Court of the Four Seasons,

occidental in significance, indicating the progress of the West. The Court of the Universe is called Court of Honor, and extends north-south the full width of the enclosed rectangle, while the Court of Abundance on the south gives way to the Court of Palms, and the Court of Four Seasons to the Court of Flowers. Where the palaces border upon the courts, the architecture is modified so that their facades form the walls of the courts and their encircling colonnades, magnificent archways, lofty towers, domes and minarets, heroic statuary, mural paintings, parterres and fountains contribute to the adornment. One can walk through these eight palaces from end to end without stepping from under cover, and the outer facades of the rectangle are treated as a whole, forming a protected walled city.



Nations of the East



Nations of the West



Market Street Ferry Station, San Francisco—Terminal of Western Pacific Railway

TO SAN FRANCISCO BY WAY OF DENVER & RIO GRANDE-WESTERN PACIFIC



Tower of Jewels

The main entrance or Tower Gate, also called Tower of Jewels, is at the south end of the Court of the Universe, rising to a height of 433 feet, the dominating agricultural feature, and opposite, north of the Court, is the Column of Progress, the most conspicuous sculpture. East of the Walled City is Machinery Palace, nearly 1,000 feet long, the largest building of the kind ever constructed. West of the Walled City is the Palace of Fine Arts, its colonnade facade half hidden by verdure, describing an arc of 1,100 feet around a miniature lake. South of the Walled City are the beautiful South Gardens, enclosing on the west Horticultural Palace, covering six acres, and Festival Hall, where conventions are to be held, at the east end. Along the harbor side of the Walled City are the Marina and North Gardens, with seats amid restful lawns and trees overlooking the bay.

In these eleven palaces are seen exhibits from all corners of the world in competition for medals and awards, except those of the livestock, aviation and drilling contests. Though space is free to exhibitors, a rigid selection was exercised, and, as the total space was largely over-applied for, what is assembled for review is of peculiar interest.

The color scheme is unique in world fairs, without a suggestion of white on the exterior of the exhibit palaces or courts. It is a dream city of color—a veritable blaze of glory, while yet in harmony, not a hint of being bizarre or garish. Jules Guerin, the director of color, has succeeded in making the Exposition different, a genuine source of pleasure with many delightful surprises to art lovers. The unity of the picture is the same, whether viewed from the harbor or from within the City of Color, or from the overlooking hills. The buildings are of Roman travertine texture and hue, ivory-yellow or a light dun. As viewed from above, the grounds and buildings show a great parti-colored area of red tiles, golden domes and copper-green minarets, while the intervening avenues and courts are arrayed in gorgeous blooms and greenery, in keeping with the outlined plan.

Another distinguishing feature is the illumination plant, by W. D'A. Ryan, a lighting past master, who installed the illumination of the Panama Canal, when ships pass from ocean to ocean at night.

A number of matchless innovations never before seen were given their first rehearsal on the Exposition Grounds the evening of January 20, which proved all and more than was promised, incidentally emphasizing the preparedness a month prior to the opening. By this improved system of indirect flood illumination, the light at night corresponds with that of mid-day—uniform, soft and mellow, with no conflicting shadows, while each color possesses its true value, and the lines of the facades are clean-cut and distinct. By peculiar and novel devices, sculpture and mural paintings appear with heightened effect. Concealed batteries of powerful projectors cause tens of thousands of Austrian jewels, hanging tremulous upon towers, facades and figures to flash and scintillate marvelously. On the water front are steam fireworks of striking design and magnificence, while concealed in the harbor and elsewhere are batteries of searchlights of great power, that weave in the night darkness auroras of ever changing hue.

Amusement Street, here known as "The Zone," extends 3,000 feet east-west through the sixty-five acres of the Concessions District. Over 7,000 applications were received, and a most rigid selectiveness determined the choice, complying with good taste, educational value and entertainment. The fun expenditures exceed \$10,000,000. Here is Yellowstone National Park in faithful reproduction; Arizona Grand Cañon and Indian pueblos, marvelously life-like; Japan Beautiful, admirably named; Creation as told in the Bible; Toyland Grown Up, the delight of children, old and young; Evolution of the Dreadnaught; Panama Canal in miniature; A Forty-Niner's Camp; Dayton Flood; Narren Palast (Amusement Palace); the Market Place in Old Nuremberg, are a few of the many attractions, all new.

San Francisco eclipses all prior world fairs, as the art of night illumination exceeds that of twenty and ten years ago. No former universal exposition was so fully ready when the gates were thrown open on February 20th, and the promise of the management relative to the completion of the exhibit palaces, courts and gardens, is splendidly fulfilled.

Not to see the Panama-Pacific International Exposition is a life opportunity lost!



Tower of the Court of Flowers



Festival Hall



Arch of the Rising Sun



Palace of Horticulture



The Collegiate Range, Colorado — Mt. Princeton, Mt. Harvard, Mt. Yale

On Your Trip to California
be sure to see the
Rugged Rockies
of Colorado and Utah,
and the
Sierra Nevada Mountains
of the Pacific Slope,
America's Grandest Mountain Scenery).
The Famous Points of Interest
in these Mountains
can only be seen en route
if your ticket reads
by way of
Denver & Rio Grande
Western Pacific



The Royal Gorge,
Colorado



Feather River Cañon,
California



Crossing the Great Salt Lake, Just West of Salt Lake City